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## **Trelleborg ProgressiveTraction™ Tires Exclusively Fit the New Massey Ferguson 6718 S Tractor**

Trelleborg's ProgressiveTraction™ have been selected as a unique factory-fit tire option on the new Massey Ferguson 6718 S, the world's first 200hp four-cylinder tractor. Finalist to the Tractor of the Year 2017 Award in the open field category, the new model has been presented in a dedicated press event on September 5<sup>th</sup> and introduced to the wider public at Innov-Agri, Outarville, France on 6<sup>th</sup> to 8<sup>th</sup> September.

Campbell Scott, Massey Ferguson Director Marketing Services, says: "The exclusive Trelleborg TM700 ProgressiveTraction™ and TM800 ProgressiveTraction™ tire options further improves performance by efficiently transferring the MF 6700 S tractor's power and torque to the ground. Tested to the extreme in the Antarctica2 expedition, which took a standard MF 5610 wheeled tractor to the South Pole, these tires are proven to improve driver comfort, boost output, reduce soil compaction and cut fuel consumption."

As part of the Press event, Trelleborg organized a field demonstration to showcase the premium performances of the ProgressiveTraction™ technology in front of the TOTY International jury.

To do so, two MF 6718S tractors run over a 150 meter track with different tire fitments: the first one was equipped with Trelleborg TM800 ProgressiveTraction™ 650/65R38 and 540/65R28, while the second one was fitted with standard TM800 tires. These two tractors were linked together with a metal rope to a third Massey Ferguson 8730 break tractor fitted in Trelleborg TM1000 High Power with a heavy ballast. The rope was on a pulley so was free to move, enabling the tractor transferring the most power to the ground to pull away from the other one.

Lorenzo Ciferri, Marketing Director at Trelleborg Agricultural and Forestry Tires, says: "Test results demonstrated the unbeatable performance of Trelleborg ProgressiveTraction™. While its two points of anchorage boost grip, the new design greatly reduces tire slippage to ensure maximum traction. The ProgressiveTraction™ technology boosts traction capability up to 18 percent compared to the average of the market. The reduced working time per hectare results in lower emissions and premium cost efficiency."



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**Company and profile of the Trelleborg group:**

***Trelleborg Wheel Systems** is a leading global supplier of tires and complete wheel systems for agricultural and forest machinery, forklift trucks and other materials-handling vehicles. The company offers highly specialized solutions to create added value for customers. Trelleborg is partner of all leading manufacturers of tractors and agricultural machines. It has annual sales of about SEK 4.315 (EUR 461 million), 3.295 employees and manufacturing facilities in Italy, Latvia, China, Sri Lanka, Sweden and U.S. [www.trelleborg.com/wheels](http://www.trelleborg.com/wheels)*

***Trelleborg** is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of SEK 30 billion (EUR 3.25 billion, USD 3.60 billion) in over 40 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems, and the operations of Rubena and Savatech. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. [www.trelleborg.com](http://www.trelleborg.com)*